

Programming

CBS up, NBC and ABC down in May sweeps

NBC is off 4%, CBS up 8% and ABC down 19%, according to Arbitron

Household delivery in prime time by affiliates to the three major networks was down 4% in the Nielsen May sweep, averaging a combined 36,146,000 homes, and down 5.4% in the Arbitron May sweep, averaging a combined 33,943,000 homes. That's according to a preliminary analysis of the May sweep ratings by NBC.

In the Arbitron sweep, as in Nielsen, NBC affiliates were first, although their combined average household delivery was off 4% to 12,566,000 homes in prime time, according to the NBC analysis. CBS recaptured second place in homes delivered in the Arbitron with an average 11,674,000, up 8%. ABC affiliates fell 19% in homes delivered, with a combined average of 9,703,000 households.

The following is a market-by-market pre-

sentation of daypart audience estimates for TV households in total survey areas during network prime time (Monday-Saturday, 8-11 p.m., and Sunday, 7-11 p.m., Eastern time). Numbers are in thousands (add 000). Bold-face numbers indicate the market winner. A dash indicates no primary or secondary affiliation in the market. Not included are markets Arbitron does not measure, including those in Hawaii, Alaska and the U.S. Virgin Islands.

1987 TSA households (000)				1987 TSA households (000)			
ADI (rank)	ABC	CBS	NBC	ADI (rank)	ABC	CBS	NBC
Abilene-Sweetwater, Tex. (157)	13	15	22	Des Moines (66)	35	53	54
Albany, Ga. (153)	3	—	55	Detroit (7)	221	205	285
Albany-Schenectady-Troy, N.Y. (51)	56	73	79	Dothan, Ala. (160)	7	37	—
Albuquerque, N.M. (65)	49	42	63	Duluth, Minn.-Superior, Wis. (120)	24	23	26
Alexandria, La. (161)	5	—	36	El Centro, Calif.-Yuma, Ariz. (182)	—	3	8
Alexandria, Minn. (183)	—	29	—	El Paso (105)	28	27	39
Alpena, Mich. (212)	—	6	—	Elmira, N.Y. (165)	10	—	15
Amarillo, Tex. (117)	28	24	26	Erie, Pa. (137)	17	17	37
Ardmore-Ada, Okla. (174)	12	16	12	Eugene, Ore. (133)	23	29	15
Atlanta (12)	140	170	180	Eureka, Calif. (187)	—	7	7
Augusta, Ga. (99)	39	37	25	Evansville, Ind. (90)	35	33	35
Austin, Tex. (72)	35	52	36	Fargo, N.D. (104)	22	27	29
Bakersfield, Calif. (148)	19	20	22	Farmington, N.M. (201)	—	—	6
Baltimore (21)	128	133	143	Flagstaff, Ariz. (206)	—	—	5
Bangor, Me. (154)	12	21	21	Flint-Saginaw-Bay City, Mich. (56)	64	35	81
Baton Rouge (91)	49	58	40	Florence, S.C. (144)	19	51	—
Beaumont-Port Arthur, Tex. (122)	27	37	38	Fort Myers-Naples, Fla. (101)	16	39	36
Bend, Ore. (208)	—	3	3	Fort Smith, Ark. (147)	16	27	14
Billings-Hardin, Mont. (163)	11	14	8	Fort Wayne, Ind. (97)	31	35	30
Biloxi-Gulfport-Pascagoula, Miss. (179)	23	—	—	Fresno-Visalia, Calif. (63)	46	45	52
Binghamton, N.Y. (132)	9	42	19	Gainesville, Fla. (169)	19	—	—
Birmingham (Anniston), Ala. (43)	73	51	106	Glendive, Mont. (213)	—	1	1
Bluefield-Beckley-Oak Hill, W.Va. (143)	17	—	24	Grand Junction-Durango, Colo. (175)	6	12	9
Boise, Idaho (138)	16	18	24	Grand Rapids-Kalamazoo, Mich. (40)	63	68	84
Boston (6)	228	240	298	Great Falls, Mont. (178)	8	10	4
Bowling Green, Ky. (197)	16	—	—	Green Bay-Appleton, Wis. (68)	45	48	59
Bristol, Va.-Kingsport, Johnson City, Tenn. (82)	14	37	62	Greensboro-Winston Salem-High Point, N.C. (50)	60	88	80
Buffalo, N.Y. (36)	77	82	104	Greenville-New Bern-Washington, N.C. (96)	23	39	51
Burlington, Vt.-Plattsburgh, N.Y. (93)	9	39	34	Greenville-Spartanburg, S.C.-Asheville, N.C. (38)	65	89	117
Butte, Mont. (188)	6	9	7	Greenwood-Greenville, Miss. (168)	19	11	—
Casper-Riverton, Wyo. (184)	3	5	9	Hagerstown, Md. (194)	—	—	13
Cedar Rapids-Waterloo-Dubuque, Iowa (75)	33	37	54	Harrisburg-York-Lancaster-Lebanon, Pa. (45)	43	63	103
Charleston, S.C. (109)	26	40	42	Harrisonburg, Va. (200)	14	—	—
Charleston-Huntington, W.Va. (47)	54	69	105	Hartford-New Haven, Conn. (23)	95	145	79
Charlotte, N.C. (32)	72	117	53	Helena, Mont. (210)	—	—	4
Charlottesville, Va. (196)	—	—	9	Houston (10)	204	164	184
Chattanooga (80)	37	39	53	Huntsville-Decatur-Florence, Ala. (89)	32	41	42
Cheyenne, Wyo.-Scottsbluff, Neb. (192)	—	10	4	Idaho Falls-Pocatello (159)	8	15	14
Chicago (3)	407	320	415	Indianapolis (24)	93	112	136
Chico-Redding, Calif. (141)	21	19	10	Jackson, Miss. (85)	23	53	61
Cincinnati (28)	70	89	105	Jackson, Tenn. (191)	23	—	—
Clarksburg-Weston, W.Va. (166)	—	21	20	Jacksonville, Fla. (57)	33	75	52
Cleveland (11)	201	190	202	Johnstown-Altoona, Pa. (86)	—	52	67
Colorado Springs-Pueblo (100)	26	33	33	Jonesboro, Ark. (176)	20	—	—
Columbia, S.C. (88)	26	34	76	Joplin, Mo.-Pittsburg, Kan. (118)	21	28	24
Columbia-Jefferson City, Mo. (142)	11	23	23	Kansas City, Mo. (29)	74	104	101
Columbus, Ga. (121)	34	36	16	Knoxville, Tenn. (61)	47	75	43
Columbus, Ohio (34)	73	100	117	La Crosse-Eau Claire, Wis. (136)	14	25	31
Columbus-Tupelo, Miss. (135)	6	27	44	Lafayette, Ind. (192)	—	9	—
Corpus Christi, Tex. (119)	24	21	25	Lafayette, La. (112)	34	50	—
Dallas-Fort Worth (8)	183	226	191	Lake Charles, La. (172)	—	—	35
Davenport, Iowa-Rock Island-Moline, Ill. (74)	34	41	58	Lansing, Mich. (102)	—	46	36
Dayton, Ohio (48)	53	86	64	Laredo, Tex. (199)	3	3	4
Denver (19)	116	118	132	Las Vegas (94)	23	32	39